



**TEAM**  
**CoachVille**

Together in pursuit of  
humanity playing better

**004: 7 Reasons Great  
Coaches Are In Demand**

(Part 3 of 3)

**CoachVille.com**



A **POWER UP** is an activity where you listen to an audio, read something or do an exercise and then share your insights.



**004: 7 Reasons Great Coaches Are In Demand.**

Part 3 of 3 describes Reason 5: The Emerging the Spirit of Play; Reason 6: People HATE to be managed, but LOVE to be coached; Reason 7: Isolation is the DREAM killer – Coaching is the DREAM fulfiller!



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**WHAT TO SHARE:** Share your insights, comments and questions about Reasons 5, 6 and 7. Which appeals most to you?



**FACEBOOK AMPLIFY IS ON! Help spread the word about our shared pursuit: Humanity Playing Better!**

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## Highlights

### Part 1

- What Coaching Is... What a Super Power Is...
- The Quest for the Super Power Zone
- 1. A Massive Upgrade in Human Purpose

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--- Part 2 ---

2. People want more JUICY life experiences
3. New Cultural Framework: Life is a Performance Art
4. New Cultural Framework: Life is a Sport

--- Part 3 ---

5. The Emerging the Spirit of Play
6. People HATE to be managed, but LOVE to be coached
7. Isolation is the DREAM killer – Coaching is the DREAM fulfiller!

Remember the Super Power Zone framework from Part 1

## The Super Power Zone

The Social Survival Imperative pulls the player in. The PURPOSE ~ BIG DREAM draws the player out.



The Coach guides the player on an adventure from the Comfort Zone, through the Transformation Zone, into the Super Power Zone. **Notice it is not a straight line!**

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## 5) The Emerging Spirit of Play

To become a great coach, you must become a strong advocate of the Spirit of Play!

What both Life as Performance Art and Life as Sport have in common is the Spirit of Play! Both are based on creating impact and creating results by PLAYING. Coaching and Play go together like hand in glove. Coaching is not about work. Coaching is ONLY about play; and more specifically, playing better.

The Spirit of Play was squashed in the Industrial Age but now it is making a BIG comeback. In the Industrial Age, Play was reserved for the “lucky” or super talented athletes and performing artists. Now, we see that EVERYONE is playing; even if it is just a game on their phone. When you look at it, Facebook and all Social Media are game platforms where we play for “likes”.

And what happens with human culture is, when something gets into our environment AND it has an emotional hook, it starts to ooze into every area of life. This is what is happening with people and play.

So let's look at what PLAY is all about...

- To play means to express your creativity, YOUUnique Super Powers and ideas.
- Play is about experimenting and exploring with a sense of wonder.
- Play is about developing resourcefulness and resilience.
- At play YOU matter; you impact how the game plays out. Whereas in the Industrial Age we were all faceless workers and consumers.
- Play is about stepping beyond your comfort zone and taking risks that transform who you are and expand your possibilities.
- Play is about achieving success, embracing failure, bouncing back and learning from everything.
- Play is a quest to get better at something in pursuit of a purpose that you care about; **and enjoy the adventure.**



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*“To Play is the most natural human expression.”*  
– Coach Dave

### **The Demand for Great Life Coaches**

When you embrace the Spirit of Play in your own life and elicit it in the lives of others you become a catalyst for transformation! Most people that you know are soooooo desperately tired of the worker mindset and lifestyle.

ALL growth and all evolution takes place outside of the comfort zone! People are yearning for meaningful personal growth and surprising personal evolution and the best way to do that is through PLAY.

*“As a Coach you will teach people how to PLAY LIFE.”*  
– Coach Dave

## **6) People hate to be managed but they love to be coached**

People HATE to be managed for good reasons which we will explore in a moment. So if you learn how to use a Coach Approach you will become a magnet for talented people! YES, this is a good thing.

The application of this idea for Coach Approach Leaders is obvious. But for Professional Coaches it is also important to understand that Management Science is IN YOUR BRAIN!

The human evolution from the Industrial Age of Work to the Connected Age of Purpose and Play IS happening. BUT we all grew up in the Industrial Age so



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we have a lot of Management Science concepts deeply embedded in our minds; It is part of our Social Survival Imperative. UGH!

To become a Player and Coach in life is going to require a framework upgrade which is going to take some time; so...we are going to start right now. (You will thank me later)

### **Understand Management Science**

**Management Science** = Command + Control + Compliance

When you manage you tell someone how to do something, show them the right way to do it and then make sure they do it right and finish on time. We all learned how to treat each other this way in school and at work.

**Coach Approach** = Belonging + Results + Awareness

Coaching is when you by establish belonging around a shared purpose, elicit their YOUnique Super Powers to create results AND expand awareness of ways that they can PLAY BETTER; meaning to get better results.

There are situations where Management Science is better and there are situations when the Coach Approach is better. You need to learn to see the difference so that you know when to manage and when to coach.

### **When to Manage – When to Coach.**

You Manage someone doing work; in a situation when:

The outcome can be controlled AND/OR

There is only one right way to do it

You Coach someone at play; in a situation when:

The outcome cannot be controlled BUT it can be influenced using energy, strategy and skill.

And when there are MANY possible ways to do something based on the abilities of the person doing it.



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*“Now... the big Ah Ha moment is this:  
In most situations in life we do NOT have  
control, but we do have the possibility for  
influence.”*

*– Coach Dave*

If you have some influence in a situation, then play it and a coach can guide you to expand your influence over time with better energy, strategy and skill.

Attempting to control or manage something that cannot be controlled is a major source of frustration in life for most people. Also, people “play small” because we were taught to stay in the Comfort Zone and only do things where we can have complete control. So as a Coach you will need to encourage and challenge them to take risks, play for influence and learn from failure AND success.

When you set out to guide another person in pursuit of playing better at first you will probably fall back into the patterns you learned in your work experiences. This usually looks like creating task lists, giving tips and solving problems. But this is not great coaching, this is task management.

### **The Demand for Great Life Coaches**

Any activity where there is not one correct way to do it but instead there are many possible ways is a coach-able situation. Coaching is NOT about being in control and telling people the one right way to do something. But it is not making people figure it out for themselves either. Share your way generously AND without attachment because it can be the spark for them to create their way.

The joy of coaching is using your precious life experiences and knowledge to guide another person to figure out how THEY are best going to do something.



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Coaching is a middle-way called co-creation!

## 7) Isolation is the DREAM killer – Coaching is the DREAM fulfiller

*“Isolation is the dream killer.”*  
– Barbera Sher

*“Coaching is the dream fulfiller.”*  
– Coach Dave

This famous quote from author/visionary Barbara Sher still holds true today!

Meanwhile, a Coaching relationship always starts with a shared DREAM.

### **Management Science will block your desire to PLAY BIG**

The first thing you need to understand is how the Industrial Age Management Science fostered Isolation (and the fear of mistakes). To see this all we have to do is look at some of the memes that we learned in school and work.

Examples include:

- Do it right the first time or don't do it at all
- Do your own work. If you help your neighbor you are a cheater
- Sit down. Be quiet. Complete your tasks and don't cause any problems
- Only focus on what you can control
- Organize your day with a list of tasks, prioritize and then check them off



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All of these thoughts served a good purpose: to keep you small and safe and socially acceptable for a routine job; this was the Industrial Age definition of success.

However, if you want to play BIG, express your Super Powers, pursue your greater purpose, live a high performance life and tap into your creativity, then these memes will grind the gears of your Ferrari! (Or your TESLA!)

To be a big player in life – either as a sport or performance art - you must step outside of your comfort zone of control and into the big wonderful but UNCERTAIN world of influence. You need to risk mistakes, messes and failure in order to become a person who makes a difference in the world.

### **The Demand for Great Life Coaches**

Most people desire to Play BIG and pursue their BIG DREAM. But their minds are full of messages keeping them small. The antidote to these memes is a Great Life Coach.

You can become that Coach!

